

FEBRUARY  
1941

*S*THE NATIONAL  
Secretary

Volume 6

Number 2

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# THE NATIONAL SECRETARY

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FEBRUARY  
1941

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# *Little Things*

Contributed by

Evelyn Cedar, Chanute, Kansas

Oh, it's just the little homely things,  
The unobtrusive, friendly things,  
The "won't-you-let-me-help-you" things,  
That make our pathways light.

And it's just the jolly, joking things,  
The "never-mind-the-trouble" things,  
The "laugh-with-me-it's-funny" things,  
That make the world seem bright.

For all the countless, famous things,  
The wondrous, record-breaking things,  
Those "never-can-be-equalled" things  
That all the papers cite,

Are not the little human things,  
The "every-day-encountered" things,  
The "just-because-I-love-you" things,  
That make us happy quite.

So here's to all the little things,  
The "done-and-then-forgotten" things,  
These "oh, it's-simply-nothing" things,  
That make life worth the fight.

# CARROLL R. REED

President, American Association of  
School Administrators

## *Extends Greetings to The National Secretary*

I am very glad to greet the members of the National Association of School Secretaries. I am sure that every school administrator appreciates the contribution to school achievement which is made by those who carry on the work of the school offices quietly and efficiently day after day. In these perplexing days, when the very foundations of our civilization are tottering, every worker in school offices as well as schoolrooms is making a contribution to the defense of American democracy. The loyal and efficient service of school secretaries is a powerful factor in accomplishing the great aims of education, which are so important in safeguarding the American way of life.

Every time that I have had an opportunity to meet with the members of the National Association of School Secretaries I have been impressed with the sincerity and efficiency of the members of your organization.

I wish you the best of success.

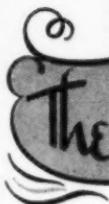


### **Make Reservations Early for Boston Meeting**

Reservations for the N.E.A. meeting to be held in Boston, Massachusetts, from June 29 through July 3, 1941, should be made as soon as possible. The headquarters hotel for the National Association of School Secretaries will be "The Kenmore." In making reservations please write to Mr. J. Paul Foster, Chamber of Commerce, 80 Federal Street, Boston, Massachusetts, and state that you are a member of the National Association of School Secretaries and wish to reserve rooms at the Hotel Kenmore. The rates will be \$3.50 a day for a single room with bath, \$5.00

for a double room with bath, and \$6.00 a day for a twin-bedded room with bath. Since there are only a limited number of single rooms available we suggest that, if convenient, you make your reservation for either a double room or a twin-bedded room.

The chairman of the Boston Convention Committee is Miss Eleanor Dearden, 25 Crest Street, Springfield, Massachusetts. Miss Dearden will be very glad to hear from you if you have any questions or suggestions. She and her committee have started to work very hard to make your visit to Boston next summer a most enjoyable and pleasant experience.



# PRESIDENT'S MESSAGE

VIRGINIA A. HALSEY

## HAPPY NEW YEAR!

And it can be a happy new year even though there is so much tragedy and unhappiness in the world at the present time. It can be happy for us and for others, and we have a wonderful opportunity to help make it so. People, who in any way touch the lives of the thousands upon thousands of boys and girls who, each morning, enter the schoolroom, have this opportunity to make others happy. We, as school secretaries, are among those so fortunate as to be able to bring happiness to others throughout the year. It is a simple, easy thing to do one kind act each day and each such act will help spread peace and contentment about you even though you live in the midst of turmoil.

A homely incident which occurred to a little fellow in the second grade will illustrate my point. He was an English boy, an evacuee. Christmas was approaching and he was feeling rather homesick and miserable. To make matters worse he snuffed a pine nut into one of his nostrils. This was too much. It even broke the gallant English spirit. The school secretary learned the cause of the lad's trouble and suggested that he take his handkerchief and blow into it as hard as possible. The pine nut was immediately dislodged and "sunshine reigned" once more. What a simple suggestion and yet how happy it made the boy and how pleasing to the secretary.

Let us not miss any opportunity to bring happiness and cheer to others.

HAPPY NEW YEAR!

---

## Delegate Allowance

Although the time has not yet arrived for the executive committee to vote upon the question of delegate allowance money for the Boston Convention, we feel reasonably sure that the condition of our treasury will again warrant such an expenditure. The money will probably be allotted to each state on the basis of distance from the capital city of each state to the convention city. This amount will then be prorated on the basis of the number of members in each state, no allowance being made for any state having less than fifteen members.

Your state chairman will conduct an election for a delegate prior to May 1, 1941. We would appreciate it very much if you would send her the name of some secretary in your state who has shown her interest in and loyalty to the Association. Your state chairman is eligible unless she has already received the delegate allowance twice.

The allowance from the National treasury will be small in most cases and should be supplemented by additional funds raised by local and state associations.

# THE MID-WINTER MEETING

## Of the National Association of School Secretaries at Atlantic City

HELENE F. MAULICK

President, Atlantic County Association of  
School Secretaries

Atlantic City, New Jersey



Helene F. Maulick

We are very happy to welcome the National Association of School Secretaries to Atlantic City. We are looking forward to greeting old friends and making new ones. We hope that you will enjoy your visit and that you will take away with you the most pleasant memories of your stay with us.

### PROGRAM

#### SATURDAY, FEBRUARY 22

- 11:00 A.M. Committee Reports, Rose Room, Hotel Traymore, followed by an address by Miss A. Helen Anderson, Supervisor of Publications, Denver, Colorado.  
3:00 P.M. Exhibitors Demonstration, Headquarters Room.  
4:30 P.M. Tea given by Pittsburgh Secretaries, Hotel Madison.  
9:00 P.M. Reception to Administrators. Skit presented by Montclair Secretaries, Main Ballroom, Hotel Traymore.

#### SUNDAY, FEBRUARY 23

- 9:00 A.M. Advisory Council Meeting, Headquarters Room.  
12:30 P.M. Luncheon, Rose Room, Hotel Traymore.

#### Greetings by:

- Hon. Thomas D. Taggart, Jr., Mayor of Atlantic City.  
Hon. Charles A. Edison, Governor of the State of New Jersey.  
Dr. Arthur L. Gould, Superintendent of Schools, Boston, Massachusetts.

\*Final acceptance not yet received.

Luncheon decorations—New Jersey Association of School Secretaries, Louise Goldsmith, Paterson, Chairman.

#### Speakers:

- Dr. Willard S. Elsbree, Teachers College, Columbia University.  
Dr. Frederick H. Bair, Superintendent of Schools, Bronxville, New York.

#### In the October Issue of the Secretary, "Helpful Henrietta" Says . . .

In the October issue of The Secretary, "Helpful Henrietta" says . . .

Never place a period after abbreviations of linguistic epochs such as O.E. (Old English).

Never place a period after Roman numerals unless they are used in a table of contents or other enumerative lists.

Never place a period after a letter when it designates an actual living person: Mr. A asked me to type this.

Always place a period outside the parenthesis when they enclose matter which forms a part of the preceding statement:

Always place a period at the end of a declarative sentence: The day was a fine one.

Always place a period after all abbreviations that stand for a single name: Mdse. — INST. — C.P.A. — W.P.A. — E.S.T. — C.B.S.

Always place a period (never a question mark) after a request: May we expect your answer soon.

Always place a period inside quotation marks: He said, "I would like very much to do it."

Always place a period inside the parenthesis when they enclose an independent declarative sentence: "The Jones." (They always have something to say.) Said it couldn't be done."

# The Editor's Message



BELLE S. KUEHNY

## The National Secretary Extends Greetings and Sincere Wishes to Each of You for the Very Best of Everything This New Year

The old year with all its failures and successes, its hopes and disappointments, lies behind us, leaving with us its heritage of experiences and the great lessons that are not taught in schools, and can only be learned by living. All these experiences should count as stepping stones that will lead us to a broader and truer conception of life and its meaning. Let us ever look forward with courage and the will to lead to success knowing that "All is right with the world."

### Do You Know That—

Mildred Byerly, Secretary to the Superintendent of Shomokin, Pa., schools, won a second prize in an essay-writing contest on "The Qualifications of a Good Secretary." This contest was sponsored by the UNDERWOOD TYPEWRITER COMPANY (one of our advertisers). Mildred was awarded a Universal Underwood Portable. More power to our national member.

Mr. Gove again made the cuts in this issue. We surely thank you, Mr. Gove, for your fine spirit of cooperation.

Every few weeks an echo of Cameron Beck's last lecture trip in the West reaches

me in the form of requests for information regarding our organization. Indeed, Cameron, you have earned your title, "Good Will Ambassador."

The University of Utah is offering special extension courses for secretaries?

Florida, New Jersey, Michigan and Utah State Secretarial Organizations publish most interesting Bulletins?

Pittsburgh, Milwaukee, Pasadena Scriba, and Los Angeles Associations issue very fine "News Letters"?

Ye editor will welcome any publication sent to her. Just wish I had the space to describe more fully these publications.

Why not start an "Exchange Bureau"?

### Success

It's doing your job the best you can  
And being just to your fellow man;  
It's making money but holding friends,  
And staying true to your aims and ends;  
It's figuring how and learning why,  
And looking forward and thinking high,  
And dreaming a little and doing much;  
It's keeping always in closest touch  
With what is finest in worth and deed;  
It's being through but making speed.  
It's daring blithely the field of chance  
While making labor a brave romance;

It's going onward despite defeat  
And fighting staunchly and keeping sweet.  
It's being clean and playing fair;  
It's laughing lightly at Dame Despair,  
It's looking upward at the stars above  
And drinking deeply of life and love,  
It's struggling on with the will to win  
But taking loss with a cheerful grin;  
It's sharing sorrow and work and mirth  
And making better this good old earth;  
It's serving, striving thro' strain and stress;  
It's doing your Noblest—That's Success!

BURTON BRALEY.

# MEMBERSHIP BUILDING *In Arizona*

GRACE B. HOLT

State Membership Chairman



Grace B. Holt

The solution to the problem of membership building is co-operation, organization, discussion, goodfellowship and the urge to attain a certain goal. The need of social contact and the desire to discuss our problems with others who may have the same problems, will help us in our search for new members. It is necessary to work together to build up the standards of our chosen profession. There are problems peculiar to the school secretary and office assistant which are not common to those in other fields. Frequent discussions and lectures on topics which will be of special help in working out these problems will give us a broader viewpoint, will widen our horizons and promote a friendly feeling for those who have similar problems to solve.

Participation in honest discussions and group affiliations will balance the hysteria natural to all of us in times of stress and no greater service can be rendered in time of emotional strain. Our common sense, reasoning and intelligence will result in group thinking and we will begin to have a sense of cooperation and fellowship. Greater understanding of how others think and greater openness of mind in our own thinking will develop. Discoveries and decisions, new to each but common to all, will be made. We cannot shape destiny by wishful thinking or by chasing illusions. We need to think constructively, to set a goal and work unceasingly to reach that goal.

In Arizona the State Association adopted the name "SCHOOL ADMINISTRATIVE ASSISTANTS OF ARIZONA." This name appealed to men who are eligible to

membership in the Association as well as to the women who work in other than a secretarial capacity. The name alone helped materially in increasing membership.

Due to great distances between towns in Arizona it is difficult to hold frequent meetings, consequently local Associations were formed in cities where membership is large enough to warrant such organizations. These groups are very effective in keeping members interested between yearly meetings of the State Association.

An educational program among school officials, as well as among the secretaries themselves, is beneficial in building membership in the Association. Many school superintendents are not familiar with the purpose and aims of the organization and letters of information and personal contacts prove beneficial. In Arizona, lists of secretaries and clerks are secured from County Superintendents each fall and informative literature is mailed to each prospective member. The help of members in spreading the "gospel" of the Association among friends and co-workers is also very necessary if a one hundred per cent membership is to be obtained. Each member should consider himself or herself an ambassador of friendship and purveyor of Association information and benefits to prospective members.

Most important of all, it is necessary to set a goal in each state or district and work with a determination to reach that goal. In 1938-39 Arizona had seven members of the National Association of School Secretaries. In the fall of 1939 the State Membership Chairman set a goal of three times that number, or twenty-one members, and twenty members were obtained —just one short of the goal. In 1940 it was again the desire of the Chairman to treble the membership and at this writing Arizona is just three members short of

(Continued on Page 31)

# ADVISORY COUNCIL

ELEANOR DEARDEN  
Springfield, Massachusetts



Eleanor Dearden

Certain evidence that the organization of school secretaries has filled a long-felt need in the lives of school secretaries everywhere is found in the constantly growing number of local and state associations. When-

ever such groups have been assembled to consider organizing, there has been instantaneous and enthusiastic response.

The local and state associations are primarily concerned with situations within particular cities or states and can do much to aid in the solution of immediate problems. However, there is also need for interest in and support of the National Association of School Secretaries whose scope of work is much broader and considers problems relating to the status of the school secretary throughout the United States.

The relationship between the various local and state associations of school secretaries and the National Association of School Secretaries is one of harmonious cooperation between independent organizations working toward a common goal—the advancement of the status of the school secretary.

A closer contact between the local and state groups and the National organization is made possible through the Plan of Affiliation adopted by the National Association in 1939. This plan provides for an Advisory Council made up of representatives from the affiliated associations, the number of representatives based on the number of National members in the group. This should prove an incentive for increased National membership.

Affiliation accomplishes a two-fold purpose for the local and state groups—(1)

it enables the local or state association to have a part in the functioning of the National Association through representation in the Advisory Council, and (2) state associations are kept in touch with significant developments in other parts of the country. On the other hand, affiliation enables the National Association to know just what is going on in the various school systems of the United States and where to concentrate its efforts. Affiliation provides adequate opportunity for the expression of group thinking on problems of general significance to school secretaries.

While the National Association of School Secretaries makes no attempt to dictate policies to the local or state associations, it stands ready to make helpful suggestions when its advice is needed and sought. However, the local and state associations do have a voice in the establishment of policies of the National Association through the medium of the Advisory Council.

Local and state associations are considerably strengthened through affiliation with the National Association and through membership of many individual members of the local or state associations in the National Association. The larger the percentage of individual members belonging to the National Association of School Secretaries, the greater the representation the local or state association may have in the Advisory Council.

Local and state associations that have not already done so are urged to consider carefully the matter of affiliation with the National Association. Any question concerning the application of the plan to particular organizations will be gladly answered by the chairman of the Committee on Affiliation, Miss Eleanor M. Dearden, Room 224, Administration Building, Springfield, Massachusetts.

# BLANK FORMS

CATHARINE A. SCHAFER  
Philadelphia, Pennsylvania



Catharine Schaefer

As a secretary in a school or in an administrative office you cannot escape blank forms. You not only have to use them yourself, but it is probably one of your many and varied duties to see that the right blank form is available at the proper time for other people. To be able to do this you should take an inventory once or twice a year, according to the custom used in your school district for the distribution of supplies, to using care and some imagination when requisitioning the blank forms needed for a stated period.

Have you ever thought what happens after your requisition is forwarded? There are a few publishing houses which specialize in selling blank forms, but I understand they supply the smaller schools and communities. In larger organizations, those large enough to employ secretarial service, the needs are likely to be so great and varied that I think most of these school districts prefer to print blank forms definitely applicable to their special needs. Does this not raise the questions, what are the needs, who studies them, and who is responsible for the blank forms to meet these needs?

In the administrative offices the needs are so specialized that it would be useless to discuss them here. In the schools, however, the blank form needs are more similar and can be divided into three general groups as follows:

First, those blank forms which are used to collect data required by Federal and State laws, and by-laws and rules of the school district.

Second, the blank forms used according to directions from the superintendent or

any of his assistants. These may be regular reports or data called for at irregular times for special studies to be made.

Third, the blank forms used within the school.

You probably cannot do much about the first two groups, except to use care in requisitioning the proper amount, see that they are distributed and returned to the office on time, check for accuracy, make your summary, if required, and send in on time.

The third group, however, gives you a wide opportunity for exercising your judgment in the choice you make of the blank forms available to your school, keeping in mind its size and organization. In making your choice do you have a pattern, or have you developed any "philosophy" about blank forms in general? We all know how ideal it would be if all forms and reports could be abolished; but we also know that this is not practical, however, we can condense the number by making them so workable that everyone will see the need and cooperate in their use.

To create among the faculty a feeling of respect and tolerance for forms you must thoroughly understand what they are all about yourself. In ordering blank forms, take time to carefully study the needs of your particular school and order only those that apply to your use.

May I suggest that you become more "form conscious?" As you use and distribute any blank form, suppose you look at it as though it were something new, challenge its usefulness and efficiency, and note your findings for your next requisition. You may be able to discontinue some; on the other hand you may discover that a new form will minimize work for all concerned. Careful study might even disclose that there are printed blank forms which you could order in place of some you are now mimeographing.

When you get an idea for a new form, do something about it. Sit down and think it out from beginning to end. Make a rough sketch including the facts that should be entered on such a form. Then impartially pick it apart, see how many interpretations you could take from it. Then make another rough sketch, trying to arrange your spacing and wording so that misunderstandings may be eliminated and entries made with the greatest ease and clearness. Now put the form aside for a day or two; then without any instructions or explanations hand it to another secretary or a friendly teacher, ask her to fill it out, and see what you get. When you are satisfied you have made your blank form as "foolproof" as possible, you might mimeograph a small supply to use as a test. After you have proved to yourself that the use of this form will cut down work, make things move more quickly and smoothly, or will give you valuable information not obtainable on any other available form, then, with the permission of the principal refer it to the person or committee responsible for blank forms.

This person or members of a committee are likely to have other duties besides the designing, revising and printing of blank forms. They are probably somewhat removed from the classroom and school office, but you, right in the school, can often sense a changing of procedure or new need before this is known in the main office. For that reason constructive suggestions for changes in blank forms already in use, the possibility of discontinuing some, and the need for new ones are, or should be, gladly received. On the other hand, remember the person or members of a committee in charge are in a position to see the school district as a whole, and may be compelled to reject your ideas. While it might work perfectly in your school, in your neighborhood and with your faculty, there may be good and sufficient reasons why such a blank form should not be adopted for general use. In such a case you would probably be given the reasons and told that you may

continue to use the mimeographed. And please do not let an occasional rejection discourage you, your suggestions will be gladly received and most of them adopted.

In Philadelphia I am "that person" who is more or less in charge of the designing, revising and reprinting of the blank forms used in the Department of Instruction, and am attached to the Division of Educational Research. The director of this Division is chairman of the Committee on Blank Forms which meets two or three times a year, and consists of two other directors, one district superintendent, one senior high school principal, one vocational school principal, one junior high school principal, three elementary school principals, one senior high school teacher, one school secretary, and myself. As secretary of this Committee, I prepare a list of all the "policy forming" suggestions that come to us from the schools and other offices, and when a blank form is to be considered, whether for revision, discontinuance, or addition to the list, it is discussed fully from every angle by this representative committee. After a decision is reached, I am supposed to work out the details; this may be a printing problem, an emergency distribution, or a letter of information.

Our president asked me to tell you about my work and how it developed, and to do this I am afraid I will have to be a little bit personal. I quite agree with my friends that I must be slightly "pixilated" to take such an interest in what is generally considered a very dull subject. Only I do not find blank forms dull, for I look beyond the printed paper or card and consider the form an important means to a desired end. For instance, if some phase of school work is to be studied, I think the kind of information secured and its accuracy will depend entirely upon how the blank form is designed and what directions are given for its use. Again if a blank form is meant to facilitate some important activity, and is poorly designed it will do just the opposite.

*(Continued on Page 20)*

# BLANK FORMS

CATHARINE A. SCHAFER  
Philadelphia, Pennsylvania



Catherine Schaefer

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Third, the blank forms used within the school.

You probably cannot do much about the first two groups, except to use care in requisitioning the proper amount, see that they are distributed and returned to the office on time, check for accuracy, make your summary, if required, and send in on time.

The third group, however, gives you a wide opportunity for exercising your judgment in the choice you make of the blank forms available to your school, keeping in mind its size and organization. In making your choice do you have a pattern, or have you developed any "philosophy" about blank forms in general? We all know how ideal it would be if all forms and reports could be abolished; but we also know that this is not practical, however, we can condense the number by making them so workable that everyone will see the need and cooperate in their use.

To create among the faculty a feeling of respect and tolerance for forms you must thoroughly understand what they are all about yourself. In ordering blank forms, take time to carefully study the needs of your particular school and order only those that apply to your use.

May I suggest that you become more "form conscious?" As you use and distribute any blank form, suppose you look at it as though it were something new, challenge its usefulness and efficiency, and note your findings for your next requisition. You may be able to discontinue some; on the other hand you may discover that a new form will minimize work for all concerned. Careful study might even disclose that there are printed blank forms which you could order in place of some you are now mimeographing.

When you get an idea for a new form, do something about it. Sit down and think it out from beginning to end. Make a rough sketch including the facts that should be entered on such a form. Then impartially pick it apart, see how many interpretations you could take from it. Then make another rough sketch, trying to arrange your spacing and wording so that misunderstandings may be eliminated and entries made with the greatest ease and clearness. Now put the form aside for a day or two; then without any instructions or explanations hand it to another secretary or a friendly teacher, ask her to fill it out, and see what you get. When you are satisfied you have made your blank form as "foolproof" as possible, you might mimeograph a small supply to use as a test. After you have proved to yourself that the use of this form will cut down work, make things move more quickly and smoothly, or will give you valuable information not obtainable on any other available form, then, with the permission of the principal refer it to the person or committee responsible for blank forms.

This person or members of a committee are likely to have other duties besides the designing, revising and printing of blank forms. They are probably somewhat removed from the classroom and school office, but you, right in the school, can often sense a changing of procedure or new need before this is known in the main office. For that reason constructive suggestions for changes in blank forms already in use, the possibility of discontinuing some, and the need for new ones are, or should be, gladly received. On the other hand, remember the person or members of a committee in charge are in a position to see the school district as a whole, and may be compelled to reject your ideas. While it might work perfectly in your school, in your neighborhood and with your faculty, there may be good and sufficient reasons why such a blank form should not be adopted for general use. In such a case you would probably be given the reasons and told that you may

continue to use the mimeographed form. And please do not let an occasional rejection discourage you, your suggestions will be gladly received and most of them adopted.

In Philadelphia I am "that person" who is more or less in charge of the designing, revising and reprinting of the blank forms used in the Department of Instruction, and am attached to the Division of Educational Research. The director of this Division is chairman of the Committee on Blank Forms which meets two or three times a year, and consists of two other directors, one district superintendent, one senior high school principal, one vocational school principal, one junior high school principal, three elementary school principals, one senior high school teacher, one school secretary, and myself. As secretary of this Committee, I prepare a list of all the "policy forming" suggestions that come to us from the schools and other offices, and when a blank form is to be considered, whether for revision, discontinuance, or addition to the list, it is discussed fully from every angle by this representative committee. After a decision is reached, I am supposed to work out the details; this may be a printing problem, an emergency distribution, or a letter of information.

Our president asked me to tell you about my work and how it developed, and to do this I am afraid I will have to be a little bit personal. I quite agree with my friends that I must be slightly "pixilated" to take such an interest in what is generally considered a very dull subject. Only I do not find blank forms dull, for I look beyond the printed paper or card and consider the form an important means to a desired end. For instance, if some phase of school work is to be studied, I think the kind of information secured and its accuracy will depend entirely upon how the blank form is designed and what directions are given for its use. Again if a blank form is meant to facilitate some important activity, and is poorly designed it will do just the opposite.

*(Continued on Page 20)*

# The School Secretary, Expert In Human Nature

A. L. THRELKELD  
Superintendent of Schools  
Montclair, New Jersey

The school secretary occupies a position of central importance in the efficiency of the school system. Here I am using the word "efficiency" in its broad sense. In fact, this is the only sense in which it has importance. Business concerns have learned that in general no matter what the technical qualifications of their employees may be they must know how to work constructively with people. Human nature is the fundamental problem even in work that entails the minimum of personal relationships. In any position in which wide contacts with human beings are involved the human nature problem looms very large indeed. Dealing with human beings constructively requires not only knowledge of human nature but artistic technique in the use of such knowledge. Aside from her technical efficiency in what might be called inside office work, which, of course, is essential, the school secretary must measure high in knowledge of human nature and skill in dealing with it. Not to measure up in this latter field is to make efficiency in the former of little or no avail.

But let us consider further what is meant by knowledge of human nature and skill in dealing with it. We should not hold these terms in a vague, nebulous state if they are to be worth anything to us.

Knowledge of a human being consists of much more than being able to recognize him when he makes his physical appearance. What is the nature of a human being? What is the nature of this particular human being? To get at the answer to these questions requires real study. One must look to biology for knowledge



of the human organism. There is no end to research in this field. Even study in endocrinology as a special aspect of the biology of the human being is of great importance. This is merely suggestive. Many other factors are involved. Suffice to say that if a person wishes to develop his knowledge of human nature he must keep abreast of research in the field of biology.

He must do likewise in many other fields such as psychology, anthropology, sociology. Understanding the effect of environment on the individual is necessary if we are to have proper understanding of his reactions. Understanding begets sympathy and sympathy begets cooperation. Contributions come here from psychology, anthropology, sociology. Don't mix maudlin sentiment with this. What I am here referring to is knowledge that begets understanding in the scientific sense. The emphasis is upon intelligence and wholesome sentiment which is altogether different from mere sentimentality.

It should be clear that there is hardly any limit to the requirements for scholarship upon anyone who is engaged in important relationships with human beings.

(Continued on Page 37)

# LISTENING-IN



Florence Stubbs

Dear Listeners-In:

No sooner do I get my copy ready for the fall number of the National Secretary than it seems time for me to begin on the winter number, and by the time you are all reading this, then I suppose

I shall be at work for the spring number. So it goes for all of us in this busy, work-a-day world, and though I am sure we all long for a little more leisure now and then, I hope that we are all also finding a great deal of interest and enjoyment in our every-day tasks. There is certainly a great deal of satisfaction in realizing that one has done the best possible work on the task assigned, and as a group of forward-looking, wide-awake people, let us not overlook any opportunities for improving both ourselves and our work in every way we can.

I should so much like to hear from some of the organizations which have not yet seen themselves in print in the "Listening-In" column, and earnestly ask you to send me material so that I may be the means of your becoming known to the others who have been written up. Just write and tell me about your meetings, parties, projects, etc., or if you publish a bulletin, won't you send me a copy whenever it comes out? I shall be most grateful and am sure that it will be to your advantage to make yourselves known in this way.

FLORENCE R. STUBBS,  
Secretary, *North High School*,  
*Denver, Colorado.*

## Arizona

The state meeting of the Arizona Association of School Secretaries was held at the Hotel Pioneer in Tucson on November 9. A general business session was set for the election of officers and a constitution and by-laws were adopted. At a later date we shall hope to hear further news of this new and growing association. The state president is Mrs. Grace B. Holt of Phoenix, who is secretary to E. W. Montgomery, Superintendent of High Schools and Junior College in Phoenix.

We think all of you will be interested to know what a talented member we have in our midst in Mrs. Holt. From a clipping of the Phoenix Gazette under date of September 21, 1940, we are copying the following article.

"Born in British Columbia, Grace Morden Holt moved to Phoenix with her family when she was but a child and she has remained here to become one of the city's most popular club women and most prolific writers. Listed in 'Who's Who in Arizona,' 'American Women' and the 'International Blue Book,' she has achieved no little distinction. Though her efforts have not at all been confined to verse, she has written the lyrics and music to many published songs, has had her own book of verse, 'Confessions,' published, and has work included in 'Muse,' an anthology of contemporary poets, and the 'World's Fair Anthology of 1940.' She is an honorary member of the Eugene Field Society of Poets. In another phase of writing in which she has been successful, she won second prize for radio script in a national contest for Business and Professional Women's Clubs, and her script was sent to B.P.W. clubs in every state in the Union.

"The poetry chosen for today's publication is from the two anthologies listed above, the first being from 'Muse,' the latter from the 'World's Fair' volume.

#### MY FATHER'S CHAIR

"That old arm chair my father loved so much  
Still stands beside the fireplace wide and high.  
I shall never forget the loving touch  
Of toil-worn hands that now so peaceful lie."

#### PARODY

"Two eyes of brightest blue  
Looked into eyes of brown.  
They laughed and smiled together  
With ne'er a tear or frown.

"The blue eyes left the brown ones  
Alone one winter day,  
Brown eyes have been unhappy  
Since the blue ones went away.

"Two pairs of eyes are downcast.  
Tears often fall like rain.  
Brown eyes will ne'er be happy  
'Til the blue eyes come again."

We are happy to find talent of this kind in our group and feel sure there must be much more scattered here and there and hope it may be unearthed for all of us to enjoy. Congratulations to Mrs. Holt and to the Arizona Association!

---

#### California

From the Los Angeles group we hear that their president, Dorothy Dolberg, celebrated the holiday season by having an appendectomy! It was all very unexpected and came immediately following two dinner meetings! All is well now, however, and Dorothy expects to be back at school very soon.

The Christmas dinner meeting this year was limited to clerks and secretaries—no bosses. An eight-verse poem invited everyone to come, and the first two verses indicate what a fine time everyone anticipated—and the party more than came up to expectations.

O Joy! and O Gee! I'm so full of glee

The Association is throwing a party;  
We'll cut up and sing, or some silly thing  
And there'll be tasty food to eat hearty.

The Bosses aren't coming, we're all on  
our own—

Just the members, no speaker or guest,  
And there will be music, a Christmas  
tree, too,

And for Santa we've put in a request.

Santa Claus accepted the invitation and gave small wooden figurines to everyone present. (After much exclaiming and guessing, S. C. turned out to be BELLE KUEHNY!) The program was excellent and if the same idea is followed next year, we've heard a lot of threats about skits, pantomimes, etc. Textbook Clerks also met at dinner during the holiday season and enjoyed fine food and good fellowship.

On the serious side it is noted that the Secretarial Association, along with other employee groups, actively participated in the revision of the service rating form to be used for sedentary employees in the Los Angeles City School System. The Personnel Commission invited employee representatives to present tentative drafts of rating forms. A great deal of discussion with the Secretarial Association as well as within the central committee, brought to light many excellent suggestions and very soon the final adopted form should be published by the Personnel Commission.

The January meeting of the Los Angeles group promises to be extremely interesting. Miss Marie Fontayne of the Fontayne School of Charm is to be the speaker. Her subject will be "It's More Fun, When You Know the Rules." It sounds like a new approach to an old subject that we all need to know more about and undoubtedly "take unto ourselves."

---

#### Denver, Colorado

The first regular meeting of the Clerks and Secretaries Association of the Denver Public Schools was the dinner held on November 6, 1940, at the Daniels and Fishers Tea Room. Although it was the

night after election and everyone was pretty well tired out after the exciting campaign, it was a most successful affair and about one hundred and fifteen members and guests were present. The theme used was that of the "wild west" and was cleverly carried out in designating each of the tables as a well-known ranch with a hostess at each table in a cowgirl costume. Place cards and song booklets also carried out the theme and the entire program was one cleverly arranged by Dorothy Alexander and her "round-up" committee—Alice Mahood, Elda Fisher, and Mary Kalinowski. Mr. and Mrs. R. A. Puffer and Miss A. Helen Anderson were guests of honor and both spoke informally to the group. Miss Anderson, who is Supervisor of Publications in the Denver schools, gave a most interesting talk on "Just Women," and Mr. Puffer brought greetings and called the Red Cross drive to our attention.

After the program a short business meeting was held with our "ranch fore-

(Continued on Page 27)

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## BLANK FORMS

(Continued from Page 15)

Coming into the Philadelphia school system as an elementary clerk, from a business office where I had kept an intricate set of cost accounting books, perhaps I was too critical of the blank forms on which I was required to make reports. You know the saying "Fools rush in where angels fear to tread." Being young, enthusiastic, and perhaps a trifle lazy, I began to show the principal how much

easier the reports could be made and records kept if some of the blank forms were changed. He was young too, and rather proud of his big new school and having a "clerical assistant," so he passed on my suggestions to the associate superintendent who, along with his many other duties, had charge of forms and reports. This busy man came out to the school one day to thank us for what he called our constructive suggestions. When I had to refuse a transfer to his office because of home conditions, he asked me to feel perfectly free to forward any suggestions I thought might improve or simplify any of the blank forms, as he was too busy to study them carefully and had to approve them for printing after the most casual reading.

I discovered that the arrangement of some of our blank forms was inconvenient, because the printer, who did not know much about the school system, made the lay-out for convenience of typesetting rather than for the easy insertion of entries. Having had a little training in art I applied this to form making, and drew the form as I thought it should look when finished. This kind of lay-out gives the printer an exact picture of what is wanted, which cannot be done with typewritten copy even if each column and space is measured for him. My knowledge of blank forms was picked up from various sources. From a printer I got a catalog of sample types, he loaned me books on old and modern printing, showed me how to measure copy, and allowed me to go

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through his plant to see how printing was done from start to finish.

Several years later I became secretary to this associate superintendent. With his approval and encouragement, I worked out a new numbering system for all the blank forms used in the Department of Instruction, avoiding the use of same numbers in different departments which was causing some confusion. All the blank forms in the city were inventoried, and to our astonishment found a supply of some forms sufficient to last for the next five years. We also discovered that certain blank forms were being printed three and four times a year, which added to the cost of printing and distribution. Next we worked out a minimum-maximum allotment for each blank form; and directions as to how long each record was to be kept on file before being destroyed.

Things began to run more smoothly and the yearly cost came down. There was a small printing plant in our "Trade School for Boys," the forerunner of our present vocational schools, and as an experiment

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we sent the school a few simple forms which were used in large quantities. This worked out so well that we increased the equipment and employed an expert printer to work with the printing teacher. From this has grown our present Print Shop, occupying a whole floor of the Warehouse, and employing from twenty to twenty-five expert printers, according to the time of the year, in charge of a chief printer. The Print Shop does a complete job, not only the printing, but punching, perforating, folding, cutting, stapling and binding. It also prints the stationery, specifications for buildings and alterations, our bound and unbound reports, intricate statistical tables, as well as commencement programs and invitations to various school activities. The work of the Print Shop is comparable to that done by the best printers in Philadelphia.

Many colleges are now offering courses

in advertising and include instruction in lay-outs, types, and the technical side of printing. Membership in the Philadelphia Club of Advertising Women has supplied me with first hand knowledge of the best styles of printing and the latest trends in collecting data and distributing ideas. This has proved to be very helpful. Let me emphasize the necessity of a thorough knowledge of your school system as the slightest change in a law or regulation is apt to make changes necessary in one or more blank forms. It may seem a trivial matter and not very important, but if you ask 8000 teachers to supply certain information, the form on which that information is given must be adapted to that particular need, thus keeping 8000 people happy and easier to live with.

Have you ever been called upon to fill out a blank form that was so badly designed that you had about two inches in

which to write your "Name in full" while it gave you three inches to write in two digits, your "Age at last birthday"? The person who designed such a form made the space to fit the heading, rather than the heading to fit into a space determined by the probable entry. Have you ever received a form on which the teacher spread her entries regardless of the head-

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ings? This can be controlled by making "boxes" for each entry, and unconsciously the teacher will adapt her writing to fit the space, thus producing a neat form easily and quickly read. Have you had forms on which entries, usually the name and residence, were written on the wrong lines, because the person did not know where to place them? Try placing the "Last name," First name," "Middle name" printed in small type above the entry line. If the form is to be typewritten, the directions are not covered and you do not have to roll the carriage up and down. Then for records to be filed—instead of the filing information being on the first line clearly in sight, do you have to read past identification items to find the name, or school, or date, or other filing information? This can be avoided by printing irrelevant matter, such as the name of the form or the name of the school district, at the bottom of the form where it is available for identification but does not interfere with filing items. Has this ever happened to you with reports that are made out once or twice a year? After you have such a report beautifully typed you discover or remember that you should have made four copies instead of three. This can be avoided if directions are printed on the form indicating the number of copies to be made and where they are to be forwarded. Such directions are a big help to a new secretary or a substitute.

If you are at all interested in blank forms I am sure you have developed some kind of a "philosophy" about them, and I am wondering to what extent yours agrees with mine. I think there should be as few blank forms as possible, and that a printed form is preferable to one that is mimeographed, in the form of a letter, or a written memorandum. . . . One form should be adapted for as many purposes as possible, rather than having several similar forms. . . . When possible one form should be used in all types of schools rather than similar forms for elementary and secondary schools. . . . A form should be simply designed for quick and accurate use rather than being complicated,

thereby inviting misunderstandings and errors. . . . Forms should be printed on one side only if possible, although sometimes a smaller form printed on both sides is preferable to a larger one printed on one side. . . . Cut the cost by using a cheap grade of paper or cardboard for temporary forms, and cardboard only when absolutely necessary. . . . White and manila is preferable to colors. . . . When colored stock is necessary the pale colors are kinder to the eyes than the bright and glaring ones. . . . Dull finished paper is usually more satisfactory than a calendared one. . . . Forms should be of a size and shape that will fit standard filing cabinets. . . . Weight of paper or cardboard should be considered for number of carbons to be made. . . . Size and weight of stock must be considered for forms to be mailed. . . . In other words, should we not strive to supply only the blank forms that are absolutely necessary to efficiently conduct a school system, see that they are designed to invite accurate and intelligent use, and produce and distribute them at the lowest possible cost?

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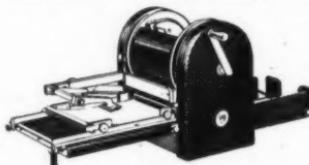
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SAPPHIRA AND THE SLAVE GIRL—Willa Cather (Alfred A. Knopf).

Sapphira and the Slave Girl, as the title suggests, is the story of Sapphira Dodderidge Colbert

and her subtle persecution of the beautiful mulatto slave, Nancy.

The scene is just prior to the Civil War and reveals

the presence of undercurrents of unrest and doubt.

The characters are simply but masterfully drawn and include a wide range of personalities. The slaves are pictured with sympathetic understanding and appreciation. Nancy's personality and varying emotions are particularly revealing. Till, her mother, is always to be trusted, for she had been taught "that there was all the difference in the world between doing things exactly right and doing them somehow-or-other." There are also the mountain people represented by Mandy Ringer, who was "born interested." All of these are delightful to meet and appreciate in leisurely reading.

Likewise the color and music of the Virginia countryside, which Willa Cather knew as a little girl, are exquisitely pictured. We see spring through the eyes of Mrs. Blake and sense poignantly that, "In all the rich flowering and blushing and blooming of a Virginia spring, the scentless dogwood is the wildest thing and yet the most austere, the most unearthly." The slave quarters, "a helter-skelter scattering," are just as vividly painted.

The striking scenes, which recur from time to time after reading Sapphira and the Slave Girl, bespeak the wealth of material which this short novel contains. Nancy, to allay Sapphira's jealous suspicions, must bring her straw tick and sleep unprotected on the floor outside her

mistress' door. Old Jefferson, the coachman, ready to drive his proud mistress to Winchester, is discovered by her to have nothing on his feet. "Ah thought nobody'd see mah fe-e-t on de box, Missy," Jeff replies to her query. Mrs. Blake, Sapphira's daughter, is forced to reach in the window at night and take the money from her father's pocket which he wants her to have for her undertaking, but dares not give her. Mrs. Blake's little girl, Mary, while gravely ill steals down to the kitchen in her white nightie to drink a bowl of hot broth left steaming on the table. This is all presented with the clarity, beauty, and distinction that only a master craftsman can command.

AS I REMEMBER HIS—Hans Zinsser  
(Little Brown and Company).

Dr. Zinsser, using his mythical friend, "R.S.," as the subject, has written his own autobiography. In this happy arrangement he is able to make observations and criticisms of "R.S." which add much to the wit and charm of the book. These asides, as it were, might have seemed impractical or at least egotistic in a biography following any other style.

The author begins his story with the romance of his parents and through them divulges the feelings of hyphenated Americans. Although their culture is equal to that of their fellow Americans there is always a prejudice against the more recently arrived.

Since he did not want this to be a "doctor book," Dr. Zinsser has emphasized his love for adventure which took him to Serbia, Russia, Mexico, and the Orient. However, his study, wherever he was, of plagues, maladies, and their cure or prevention partially reveal his distinguished career as a scientist.

The man himself is manifest through the sage comments "R.S." makes regarding education, politics, and philosophy.

(Continued on Page 32)

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MODEL 441

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Invented, designed and distributed by one organization (through exclusive dealerships) with metal manufacturing experience of over 54 years—Precision work from Bank Vaults to Posture Chairs.

**Cramer Posture Chair Company**  
1210-18 Campbell Street  
Kansas City, Mo.

Also available with "Micro-Grip" and "Rock-A-Back" — All Chairs Are Covered With Duro Material

## **LISTENING-IN**

(Continued from Page 19)

man," Betty Shinneman, in charge. Reports of various committees were given and a thoroughly delightful evening was spent by all. One of the interesting events was the presence of three members from the Colorado Springs secretarial group who made the trip up and back that evening in order to be with us. As it was the first time any of them had attended a Denver meeting, it was much appreciated, and we are hoping that others may join us in future meetings. Out of thirteen members in Colorado Springs eligible to join the National Association, ten have become members this year, which, we think, is an extremely fine showing, and indicates an unusually splendid spirit in this small group of girls.

The bulletin, "What's New," issued by the Denver association was ready for distribution at the close of the dinner, and contained many items of interest and personal information which were eagerly read by all.

## **Minneapolis, Minnesota**

On Tuesday, October 8, the Board of Education Office Employees Association conducted a very successful "first meeting of the year" dinner. New officers were elected, various reports were read and, incidentally, a dinner was eaten. Lily Ericson gave an amusing account of her trip to the Milwaukee Convention last summer and also furnished the members present with some pertinent information concerning the National Association. Under the guidance of the new president, Helga Justad, the BOEOEA is looking forward to another successful year of work and accomplishment.

Minneapolis also seems to have outstanding talent in the group as the bulletin published there carries the following announcements: "For a very special treat, may we suggest you mark your calendar for December 3, Tuesday night, and take yourself to hear the Minneapolitan Singers' concert at the Lyceum Theatre. Elnor Lund, in the Pupil Personnel Department, may be too modest to advertise herself,



# Pure refreshment

*When dealing with our advertisers, please mention the National Secretary*

but to those of you who enjoy really good singing, in a very diversified program, I heartily recommend attendance."

And this, "Helga Justad, our concert pianist, appeared in a recital on Friday, October 11, at MacPhail School of Music. We're sorry our Bulletin didn't come out earlier, but from all reports, the performance was up to Helga's usual standard—in other words, very much enjoyed by all."

Another item in the Bulletin is one which, I am quite sure, applies to most of our local groups. It is as follows: "We feel that the ability of our organization has barely been touched upon. We should have within our ranks leaders of no little ability, and alert, interested followers."

A splendid project for the year would be for every local group to make an effort to draw out all the hidden talent of its members. I have no doubt but that everyone would be surprised!"

#### Cleveland, Ohio

From Ohio comes very interesting news concerning a luncheon meeting held on

Friday, November 1, at the Hotel Allerton. The school secretaries in Northeastern Ohio have been included with the Northeastern Ohio Teachers' Association and this was the first meeting under this affiliation. There were 173 secretaries in attendance and a most inspiring talk by Dr. Dilworth Lupton on "Getting Along with People" was the main feature of the meeting. Other speakers were Mrs. Norma Wulff, member of the Cleveland Board of Education; Mrs. Maude McQuate, member of the Civil Service Commission in Cleveland; and Mr. Terry Wickham, Executive Secretary of the Northeastern Ohio Teachers' Association.

Miss Virginia Barkus was elected Chairman, and Miss Dorothy Stray was elected Secretary of the Northeastern Ohio School Secretaries Association for the year 1940-41, and a great deal of interest and enthusiasm was shown for the new organization.

Miss Tillie R. Katowitz of the Patrick Henry Junior High School in Cleveland  
*(Continued on Page 33)*



## National Association of School Secretaries WELCOME!

All of us here at the Traymore will be delighted to have you with us February 22nd and 23rd and you can be sure that everyone on the staff will be at your call every minute. Stretch out on broad sun-decks. Tune up in the Health Baths. Sup in the Stratosphere Room or Submarine Grill. Enjoy year 'round golf on summer grass greens and the diversions of Atlantic City.

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**TRAYMORE**  
ON THE BOARDWALK      ATLANTIC CITY  
Bennett E. Tousley, General Manager

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Municipal Building, Salem, New Jersey



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look first in your

## NATIONAL SECRETARY

SECRETARIES—No matter what your needs may be, you are pretty certain to find among the advertisers one who is anxious to serve you . . . whatever you need, make it a habit to look first in your National Secretary. We know you will find them mighty fine people to deal with. All things being equal, we ask you to remember to buy from our advertisers. We urge you to make your purchasing influence felt.

ADVERTISERS—Reputable business men are invited to use our National Secretary as their medium of advertising. Each issue we reach thousands of possible purchasers direct by mail. How much will this vast army of buyers spend in the course of a year in your line of business? There is more purchasing power represented here than there is in several fair-sized communities combined. An attractive ad in the National Secretary will help to get your share of the school business.

ADVERTISERS—Since best results are received only by keeping your message continually before the buying public, we invite you most cordially to continue your advertisement in all three issues for the year. The next three releases will be May first, October first, and February first. Advertising copies should reach the Advertising Manager as soon as convenient and not later than March 15, August 15, and December 15. For the next three issues the following net rates are continued:

1. Two entire pages, middle pages, $9\frac{1}{2}'' \times 7\frac{3}{4}''$	\$50.00
2. An entire page, outside back covers, $4\frac{1}{2}'' \times 7\frac{3}{4}''$	\$30.00
3. An entire page, $4\frac{1}{2}'' \times 7\frac{3}{4}''$	\$25.00
4. A half page, $4\frac{1}{2}'' \times 3\frac{3}{4}''$	\$15.00
5. A quarter page, $2\frac{1}{2}'' \times 3\frac{3}{4}''$	\$10.00
6. A reduction of \$5.00 is given, at this time, with the placement of your advertising order in the three issues.	
7. CIRCULATION—3000 copies. Size of publication, $6'' \times 9''$	48 pages

*Shall we change the size of the National Secretary?*—Many advertisers have recommended that we increase the size of the National Secretary from 6x9 inches to 9x12 inches. Since the National Secretary is off size, a separate plate has to be made up. Whereas if we adopt the standard size, 9x12 inches, the advertisers can use the standard plates for their advertisements in the National Secretary as well as the advertisements they place in similar periodicals. Electros of the original advertisement could be sent to all publications which would reduce the cost of producing the advertising copy. In consideration of changing the size of the publication, may I have the benefit of the advice from members and advertisers? I trust you will always feel the utmost freedom in expressing to me your opinion concerning the National Secretary. We are all interested in the National Secretary because it holds the Association together, and aids relationships between the business world and the school secretary.

EXHIBITS—Advertisers may exhibit books or equipment in the headquarters of the National Association of School Secretaries, Hotel Traymore, Atlantic City, February 22 and 23, at a very nominal cost, \$1.00 per day per item. Exhibitors are invited to call at our headquarters at 3 p.m. on Saturday afternoon, February 22, to meet our group.

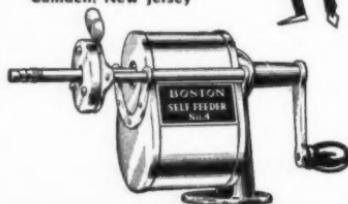
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SPECIFY Under Pencil  
Sharpeners

### BOSTON SELF FEEDER

No. 4. It centers pencils accurately. Pays for itself by preventing waste. Other quality HUNT Products for your School needs include SPEEDBALL Pens and Inks — SPEEDBALL Linoleum Cutters, HUNT Pens for writing.

HUNT PEN COMPANY  
Camden, New Jersey



**BOSTON**  
**PENCIL SHARPENER**

## He Thought He Knew

"Yes," the teacher explained, "quite a number of plants and flowers have the prefix 'dog'. For instance, the dog rose and the dog violet are well known. Can you name another?"

There was silence, then a happy look illuminated the face of a boy at the end of the class.

"Please," he called out, proud of his knowledge, "collie-flowers!"

## Recipe for a Secretary

Sincere in her actions,  
Earnest in endeavor,  
Courteous at all times,  
Ready to serve,  
Energetic in her work,  
Tactful in her speech,  
Accurate in details,  
Resourceful in her methods,  
Yielding to the right.

CLARA SPERLING,  
Secretary to President, Northern  
Illinois State Teachers College.

New 1941 CATALOG  
IS READY

Send for your copy today

UNIFORMS by OSTWALD  
18 EAST 16 STREET NEW YORK CITY

## MEMBERSHIP BUILDING

(Continued from Page 12)

reaching that goal and is reasonably sure of having sixty members before the close of the year 1940-41.

Cooperation, hard work and friendliness go hand in hand in building membership and all of these factors are necessary to maintain that membership. Members are seldom lost in Arizona and, in some cases, when it has become necessary for secretaries to leave school work, they have written to inquire if it is possible to continue their membership in the National Association of School Secretaries. The feeling of "belonging" is clearly depicted in the following excerpt from a letter which the State Membership Chairman in Arizona recently received from a new mem-

ber: "I think you did us here at the University a real service when you came down to tell us about the organization. For myself, I have met several people whom I liked at once and whom I never would have met otherwise. The Secretaries Association is certainly promoting friendships."

A true unity of purpose—that unity of which we hear so much—a willingness to compromise on methods—may emerge and we may reach new heights in consequence. In building membership in the National Association of School Secretaries you will have helped to create and develop a new and important group in the modern educational system, a positive and effective section based on a firm foundation of knowledge, friendship and cooperation.

## DIPLOMAS

SHEET OR BOOK FORM

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*Samples and Prices Upon Request*

## Make a Note of These Rates!

**Single \$2.50 to \$3.50**

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A fine, 400 room modern hotel, near Broadway, Radio City and Fifth Avenue. Popular priced restaurant and Bar.

• •

## Hotel Knickerbocker

Thomas V. Flynn, Manager

120 West 45th St.

New York

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## "WHAT WILL YOU DO TO ME, O BOOK?"

(Continued from Page 25)

He has delightful moments of relaxation when he revels in the country with the sensitive appreciation of a poet.

Those who, in their work, touch upon the field of education will be interested in his comparisons of the methods of education in Europe, China, and America and in his suggested changes. About "R.S." he states, "From early confusion he finally became more firm than before in his conviction that only education and slow evolution under perfected democratic constitutions could eventually solve the economic problems of the world."

Throughout this engaging book, Dr. Zinsser is delightfully entertaining but always essentially serious and thought-provoking.

**SMOKE SCREEN**—Samuel B. Pettengill  
(Southern Publishers, Inc.).

This spirited little volume by a former Democratic Congressman from Indiana is written "to demonstrate that we are mov-

ing toward National Socialism, and that from now on we should move away from it." It reveals "the new instruments of public power" which have been built up in this country. By repeated reference to parallel situations in Germany, Russia, or Italy, it brings to light the alarming extent to which "creeping collectivism" has already taken hold here. It warns the American people that they "are now asked to embrace the same kind of tyrannies which our forbears crossed the stormy North Atlantic to escape." The last chapter suggests a way OUT in which everyone may have an important share.

**SPEAK UP FOR DEMOCRACY**—Edward Bernays (Viking Press).

If we have been properly aroused by the revelations in *Smoke Screen* we shall be glad to adopt the methods suggested in this book and **SPEAK UP FOR DEMOCRACY**. Here we have a practical plan of action for all Americans proposed by a man who is "the ablest professional in moulding public opinion in the United States."

## \$AVE ON RIBBONS AND CARBONS

More than 2000 schools are using "U.S." ribbons and carbons . . . and that means more than 2000 schools are paying less and getting more!

Learn why "U.S." products are the popular choice . . . send us a copy of your bid form . . . or just write for samples and prices.

U. S. Typewriter  
Filbert at Tenth St.



Ribbon Mfg. Co.  
Philadelphia, Pa.

Established 1895

## **LISTENING-IN**

(Continued from Page 28)

has been one of the prime movers in this affiliation and she writes that the meeting was really a grand affair. Many out-of-town girls attended—girls who never knew or were interested in such a group, and many who were indifferent to local as well as national organizations, so now great things are hoped for as a result of this affiliation.

Many notes of congratulations were received and we think all of you will be interested in reading excerpts from some of these. Dr. Donald DuShane, President of the National Education Association of the United States, wrote: "Congratulations upon your affiliation with the Northeastern Ohio Teachers' Association. The position of school secretary is rapidly increasing in importance as a unit in the general machinery and management of the school. The familiarity of the secretary with basic educational problems is an asset, the value of which it is difficult to over estimate. Appreciation of the administrator and the teaching staff for the problems of the school secretary increase effectiveness. The step you have taken is a significant one. With best wishes for profitable cooperation and complete success for your first affiliated meeting November 1."

Mr. E. N. Dietrich, Director of Education, State of Ohio, wrote: "It is with a great deal of satisfaction that I note the Northeastern Ohio School Secretaries Association is becoming closer allied with educational groups. I am confident that this membership will be of mutual benefit

to your organization and to the schools of Ohio."

Mr. Carl Coffeen, President, Northeastern Ohio Teachers' Association, sent the following: "I appreciate the opportunity of directing a word of welcome to the Northeastern Ohio State Secretaries Association. Speaking for the officers, the executive committee, and the entire membership of the Northeastern Ohio Teachers' Association, I cordially welcome the school secretaries of Northeastern Ohio to our group. Anyone who is familiar

R E M E M B E R



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BIOLOGY  
PHYSICS  
GENERAL SCIENCE  
EQUIPMENT FOR BIDS!  
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SERVICE AT UNIFORMLY  
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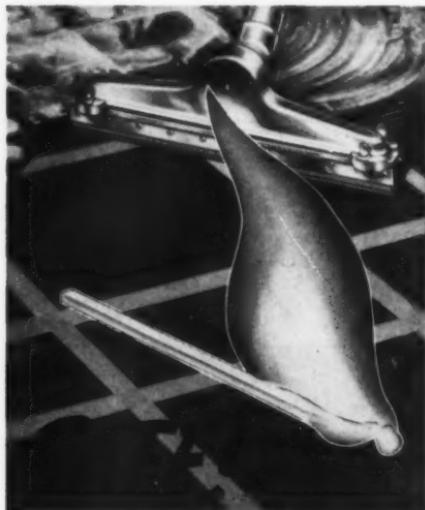
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... when you can strike a match on it!

## HILD SHOWER-FEED SCRUBBING WITH VACUUM PICK-UP

### *banishes slip hazard!*

**S**CRUB any hard-surfaced floor . . . follow with the HILD Vacuum Pick-up. Strike a match . . . it lights. That's how quickly and completely the floor dries—in a fraction of the time needed when mopped.



The HILD System also cuts labor costs as much as two-thirds . . . and saves on scrub-soap. Gets floors of all kinds cleaner by removing dirt and cleaning solution from cracks and from under moldings. Prevents rotting, warping or swelling.

Use the same HILD

Equipment for many other jobs: to wax, polish, buff, sand or steel wool floors; to remove dust from walls, ledges, desks, venetian blinds, etc.

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## HILD FLOOR MACHINE CO.

*Representatives in 48 States*

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with the operation of the educational systems of our state knows that we could not administer our schools without the efficient service brought to us through our school secretaries. It is you who attend to multitudinous details, see that the superintendent is where he should be at the proper time, greet the public courteously, and with all this and more—keep sweet. We are confident that your official affiliation with the Northeastern Ohio Teachers' Association will bring to us a band of willing workers who can be depended upon to apply themselves vigorously to any program that is for the good of the organization."

The committee in charge of arrangements for this affiliation was: Mabel Charnley, Chairman; Thelma Clarke, Lakewood, Ohio; Katherine Flickinter, Shaker Heights, Ohio; Helen Soine, Cleveland; Goldie Solomon, Cleveland; Tillie R. Kowitz, Cleveland.

We are sure that this is a very forward-looking step for school secretaries and hope that it may be an inspiration to other groups to strive for similar affiliations.



## Science Laboratory Supplies

FOR

**Chemistry, Physics, Biology  
and General Science**

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APPARATUS  
COMPANY**

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**CHICAGO, ILLINOIS**

## Pittsburgh, Pennsylvania

The October bulletin of the Pittsburgh School Secretaries Association is full of interesting and timely items concerning this flourishing local group. Lack of space prevents more than a condensation of some of the most unusual ones, but this organization is to be congratulated upon the excellent bulletin which they sponsor.

On October 22 the secretaries met at the Frick School for the purpose of organizing a unit of the Women's Memorial Gold Cross First Aid and Ambulance Corps, and it may be that some other local groups may be interested in this project for themselves at this time. To form a separate unit, 150 members are necessary and the program was outlined as follows:

Members must be, first of all, loyal American citizens.

Members are required to take the Standard First Aid Course (20 hours) given by the American Red Cross.

Courses are also offered in Home Nursing and Hygiene, Dietetics, and Nurses' Aid.

*Start the NEW YEAR  
right . . . with a most  
valuable addition to  
your office library . . .*

## THE EXECUTIVE'S DESK BOOK

A ready reference book for busy executives—and their secretaries. All necessary information in convenient form and THE WINSTON DICTIONARY, College Edition, 1850 pages, 3000 illustrations. 7"x9". Thumb index. Net price, postpaid, \$4.60.

*Write for further information*

**THE JOHN C. WINSTON COMPANY**  
PHILADELPHIA

Chicago Atlanta Dallas Los Angeles



Mr. Blinkle is very angry.

He is banging on the table.

He is suffering excruciatingly because his new secretary threw away his—

## SCOTT, FORESMAN SERVICE BULLETINS

before he'd read them.

(Nothing happened to the secretary. She is a very smart girl, and she wrote right away and asked SCOTT, FORESMAN AND COMPANY to rush copies of ALL their Service Bulletins—SCHOOL BRIEFS, ACTIVITIES, JUNIOR BRIEFS, HIGH LIGHTS, and all the NOTE-BOOKS. When Mr. Blinkle saw the carbon of her letter, he felt a lot better and was able to eat a little lunch.)

To become a member of the Matching Patrol in connection with the Ambulance Unit it is necessary to take all of the courses offered. Special instruction will be given in driving an ambulance over rough ground and in transporting and treating an injured person.

We should like to hear again from Pittsburgh as to the success of this venture.

The following report on "Standards" is something in which we should all be vitally interested, and since Pittsburgh and Philadelphia have done a great deal along this line, we shall quote in its entirety the following:

"The Certification Committee, with Betty Powell as Chairman, announces that a course designed especially for school secretaries will be inaugurated at a local university by February. This brings to mind the following words taken from the Survey Report:

"If the school clerk or secretary is to be an effective agent for improving public relations and interpreting the work of the

schools, she must have some grasp of the purposes of education and of the reasons behind administrative decisions. To advise and counsel pupils in relation to school policies, she not only must comprehend the underlying educational implications, but should also have a command of the fundamentals of child psychology and mental hygiene.

"Although supporting the principle of tenure, many thoughtful persons have opposed the granting of tenure privileges where high standards of qualification and merit have not been established as a prerequisite. The survey staff believes that it is not unjust to insist that school clerks in Pittsburgh meet certain higher qualifications than they now possess before being placed on tenure.

"When the standards are raised so that the training of the clerks is more nearly comparable to that of well-trained teachers, the salary schedule should be revised upwards to a point which is more nearly in line with what teachers receive.

(Continued on Page 40)

## America's Finest PLAYGROUND EQUIPMENT

# LOUDEN

Louden Playground Equipment is in praise-winning use all over the world because it is honor-built from only highest grade materials by master craftsmen; it is designed by experienced engineers who know what playground **must** be; it is backed by the 73-year-old reputation for quality manufacturing and fair-dealing behind the J. E. Porter Corporation.

We will be pleased to send you our Catalogs on (1) Playground Equipment (2) Pool Equipment (3) Gym Equipment.

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CORPORATION OTTAWA ILLINOIS

Manufacturers of the famous "Louden," "Chicago," and "Spalding" Lines of playground, gymnasium and swimming pool equipment; and of "Jungle Gym" Climbing Structures

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## THE SCHOOL SECRETARY

(Continued from Page 16)

Art in using this knowledge is required over and above the knowledge itself but it is difficult to define art. Personally, I think knowledge of human nature goes a long way in itself toward begetting the skill that is necessary to deal with it. And yet, all of us are acquainted with people who seemingly possess the knowledge but not the skill. The kind of skill that I am here referring to is that of the artist and it seems impossible to arrive at any understanding of the artist through the process of dissecting him into his component parts. Yet, I don't believe that artists in this field of dealing with human beings are born so fully made that they do not need to study the problem of skill in dealing with their fellow human beings. In other words, I think anyone can improve in this particular by taking thought. Why does this pupil, teacher, or parent react toward me as he does? Why do I react toward him as I do? What seems to be the result of our reactions back and forth? What caused the result? Reflection upon these questions, I believe, will help anyone develop his artistic side in dealing with human beings. To do this successfully one must have a background in knowledge such as I have above referred to, and in addition to this one must be disciplined to objectivity in approach. I must be objective in viewing myself as well as in viewing the other person. It may seem paradoxical, but it is true nevertheless, that one must be

coldly objective in his reflection upon the human relationship problem in order to get the warmth into it which is essential to whole-hearted cooperation.

The school secretary is indeed in a position of vital importance. It is no small order that rests upon her.

**HOTEL DENNIS**  
Atlantic City

**Slip Away From  
WINTER**

Find the warmth of real hospitality in Hotel Dennis' friendly atmosphere. Featuring ocean-front sun decks — sea water baths — delicious meals — bicycling — beach riding — golf — indoor ice skating and hockey. Seasonable rates on either plan.

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Service Free to Schools—Economical for Teachers

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E. F. Maloney, Manager

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# MEMBERSHIP

The following table shows the state chairmen and number of members by states as of December 31, 1940. Let's try to double this number by June.

**ALABAMA—2**

Miss Effie Lou Brown  
Murphy High School  
Mobile, Alabama

**ARIZONA—58**

Miss Grace B. Holt  
Phoenix Union High Schools  
and Junior College  
Phoenix, Arizona

**ARKANSAS—3**

Miss Hazel Eason  
800 Louisiana Street  
Little Rock, Arkansas

**CALIFORNIA—119**

Miss Gladys Pangborn  
Narbonne High School  
Lomita, California

**COLORADO—53**

Miss Florence Stubbs  
North High School  
Denver, Colorado

**CONNECTICUT—4**

Miss Dorothy Jensen  
Sara L. Rawson School  
Hartford, Connecticut

**DELAWARE—16**

Mrs. Helen Kirkley  
Board of Education  
Wilmington, Delaware

**DISTRICT OF COLUMBIA—27**

Miss Bertha Marggraf  
Franklin Administration Bldg.  
13th and K Streets, N. W.  
Washington, D. C.

**FLORIDA—13**

Miss Selma Ridder  
Board of Education  
107 West Ross Avenue  
Tampa, Florida

**GEORGIA—9**

Miss Mildred Hutcheson  
Opportunity School  
Atlanta, Georgia

**IDAHO—1**

Miss Frances R. Patterson  
Lewiston High School  
Lewiston, Idaho

**ILLINOIS—54**

Miss M. Louise Messenger  
York Community High School  
Elmhurst, Illinois

**INDIANA—43**

Miss Mary Bowers  
Board of Education  
Crawfordsville, Indiana

**IOWA—32**

Miss Sara Slutsky  
Roosevelt Senior High School  
Cedar Rapids, Iowa

**KANSAS—5**

Miss Grace Jacobs  
Great Bend Schools  
Great Bend, Kansas

**KENTUCKY—5**

Miss Margaret Averill  
Board of Education  
Frankfort, Kentucky

**LOUISIANA—23**

Mrs. Fairy C. McBride  
Louisiana Polytechnic Institute  
Ruston, Louisiana

**MAINE—6**

Mrs. Elsa H. Constantine  
Board of Education  
Rockland, Maine

**MARYLAND—7**

Miss Mary V. Greene  
South Potomac Jr. High School  
Hagerstown, Maryland

**MASSACHUSETTS—48**

Miss Pauline E. Mead  
Board of Education  
Wellesfield, Massachusetts

**MICHIGAN—167**

Mrs. Elberta Macgregor  
Central High School  
Flint, Michigan

**MINNESOTA—17**

Miss Rose Boryczka  
Board of Education  
305 City Hall  
Minneapolis, Minnesota

**MISSISSIPPI—1**

Mrs. Ruth Newell  
Senior High School  
Meridian, Mississippi

**MISSOURI—31**

Miss Georgia A. Davis  
Board of Education  
Hannibal, Missouri

**MONTANA—3**

Miss Elizabeth Connely  
Public School District No. 2  
Billings, Montana

**NEBRASKA—3**

Miss Mary E. Bourke  
Omaha Technical High School  
Omaha, Nebraska

**NEW HAMPSHIRE—9**

Miss M. Elizabeth St. Onge  
Board of Education  
Nashua, New Hampshire

**NEW JERSEY—251**

Miss Florence Garretson  
Board of Education  
Scotch Plains, New Jersey

**NEW MEXICO—0**

Miss Loraine Simmons  
Board of Education  
Silver City, New Mexico

**NORTH CAROLINA—8**

Miss Mary G. Byrum  
Hugh Morson High School  
Raleigh, North Carolina

**NORTH DAKOTA—2**

Miss Laura Warner  
Agricultural Training School  
Park River, North Dakota

**OHIO—113**

Miss Mildred Farmer  
Board of Education  
Findlay, Ohio

Mrs. Helen J. Soine  
John Marshall High School  
Cleveland, Ohio

**Total Membership—1556**
**OKLAHOMA—29**

Mrs. Glenna Killian  
Central High School  
Oklahoma City, Oklahoma

**OREGON—15**

Miss Beatrice Whisman  
631 Northeast Clackamas St.  
Portland, Oregon

**PENNSYLVANIA—118**

Miss Eleanor Kempin  
Shakespeare School  
Pittsburgh, Pennsylvania

**RHODE ISLAND—3**

Miss Abbie Sargent  
Board of Education  
Providence, Rhode Island

**SOUTH DAKOTA—1**

Miss Carrie M. Voight  
Board of Education  
Lead, South Dakota

**TENNESSEE—1**

Mrs. Ann P. Boss  
Hamilton County Department  
of Education  
Chattanooga, Tennessee

**TEXAS—13**

Miss Linnie Brooks Turner  
Board of Education  
Robstown, Texas

**UTAH—60**

Miss Bernice Foulger  
South High School  
Salt Lake City, Utah

**VERMONT—10**

Miss Harriette M. Wheeler  
Burlington High School  
Burlington, Vermont

**VIRGINIA—25**

Miss Grace Constance King  
John Marshall High School  
Richmond, Virginia

**WASHINGTON—6**

Miss Bertha Anstensen  
Board of Education  
Mount Vernon, Washington

**WEST VIRGINIA—6**

Miss Sara A. Musgrave  
P. O. Box 57  
Grafton, West Virginia

**WISCONSIN—84**

Miss Emma Martz  
Senior Girls' Trade and  
Technical High School  
Milwaukee, Wisconsin

**WYOMING—6**

Miss Grace Ruegsegger  
Board of Education  
Laramie, Wyoming

**STATES WITHOUT CHAIR-MEN:**

Nevada—1

New York—44

Puerto Rico—1

South Carolina—0

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## **LIS**TENING-IN

(Continued from Page 36)

"If all secretarial workers become members of an organization designed to raise the qualifications of the entire group, it would not take long to place all secretarial positions upon a professional basis."

From the Institute held on October 11, we find the following worthwhile excerpts: PROGRAMS OF EDUCATION FOR SCHOOL CLERKS—Dr. Henry Knonover.

1. The teacher is only one factor in the moulding of the life of the child. All persons who come into contact with the child in his school life should be well-trained and should have a recognition of the social significance of the job they do as it relates to the development of the child.

2. The education of the public school secretary is one of the most significant movements that is taking place in American education today.

3. It matters little where we began as

clerks—the important thing is the direction in which we are moving and where we are going to end.

4. A certificate is a symbol to protect standards of preparation.

5. To raise standards of school clerks and secretaries, we must draw attention to the worth of the work we are doing and get people to believe in our movement—a slow but effective process.

6. The school secretary should have a knowledge of child life, a knowledge of the history and growth of the school, a mastery of the skills necessary for efficient service in her line of work, and a liberal experience.

7. Don't become merely a *desk-worker*.

8. Pittsburgh school secretaries should develop a program for in-service improvement of backgrounds and experiences and continue to grow and develop until they reach a level of preparation where public sentiment will see to it that they get their just reward—security of positions, certification, compensation.

(Continued on Page 43)

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## LISTENING-IN

(Continued from Page 40)

THE EFFICIENT CLERK—Dr. S. E. Weber.

1. Appropriateness and neatness of dress mean much to success.
2. The quality of work done is more important than the speed with which work is done.
3. There should be harmony between the principal and the clerk.
4. The clerk should become more than a mere clerk—she should become a dynamic institution.

Many thanks to the Pittsburgh secretaries whose October bulletin contained all of the above material in which there is much food for thought for all of us.

### Washington, D. C.

The November Bulletin of the Secretarial Association of the Public Schools of the District of Columbia is a six-page one this time and is full of interesting things. The main event of the fall at the time of

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publication was the dinner meeting on October 22 at the Women's University Clubhouse when Mrs. Virginia Halsey, President of the National Association, was the honored guest. From all accounts, it was a very lovely affair, and judging from the newspaper pictures which accompanied the Bulletin, everyone had a merry time. We wish it were possible to reproduce some of these pictures and show all of you what a lot of good-looking girls are school secretaries in Washington!

The following letter from Mary Resh, President of the Eastern Association, District of Columbia, will, I am sure, be of interest to everyone: "Congratulations to the National Association of School Secretaries. I had not realized before I saw your group at work in Milwaukee in July what a splendid organization you have and what fine and worthwhile objectives you have set up. No section meeting during the N.E.A. convention, in any department, was better attended nor evidenced more enthusiasm than yours, and I was delighted to say that I represented the

secretaries of the District of Columbia. . . .

"I am so glad that I have the privilege of representing you because I learned about your fine organization and the strength of it first-hand. Your rapid growth (it was your steady and enthusiastic growth which impressed me) is indicative of a growing professional consciousness on the part of a very important group of our schools, and it is my feeling that the more professional the secretaries of the schools are in their work, in their thinking, and in their every-day living, the more professional respect they will receive from their co-workers. Here you have a challenge which you can meet and meet well.

"You don't know how many times during your meetings did I wish I were again a secretary so that I would have an opportunity to work with you. In the old days when I was a clerk at the old Business High School we had no organization that provided a means of working, with unified strength, for the welfare of the clerks in the schools, and it is quite a

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tribute to those who have had a part in organizing and developing the NASS. I am sure the N.E.A. is proud of its 'baby group' that has made such strides forward. I know that the EADC is proud of the local organization and hopes for your continued cooperation.

"At the beginning of this new school year, may I wish for you, both as an association and as individuals, success and happiness in your work. I hope that each

of you will receive your full share of good and worthwhile things."

On Saturday, December 14, a dinner was given at the Mayflower Hotel in honor of Dr. Ballou, but we are unable to give you the details for this issue of the Secretary.

#### Milwaukee, Wisconsin

Judging from the number of events scheduled by the Milwaukee School Sec-

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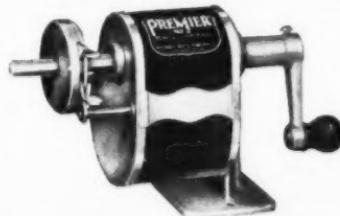
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retaries Association for the fall and winter, we judge that they have recovered from the strenuous days they spent last June in entertaining the National Association of School Secretaries. We are pleased to note in their bulletin that the convention was a financial success, and we have not forgotten how hard they worked last year to make it a success in every way. How true this was, I am sure we have all heard long before this time from the lucky delegates who attended, and again we wish to congratulate the fine organization in Milwaukee.

The first meeting of the year was held on September 26, when officers were installed, financial reports of the National Convention activities were given, and movie pictures were shown of the convention.

A Halloween Party was held October 24 at Hindman's when a grand time was had by the big crowd present. Everything was carried out in true Halloween style including bobbing for apples, fortune telling, etc.

On December 19 the traditional, annual Christmas party was held at the Hotel Astor, and on January 16 the regular business meeting to be followed by a card party will bring events up to date.

The November bulletin carried news about the Christmas card sale which was conducted by the Milwaukee girls. It sounded as though it might be a good way to make money and we hope we may learn in the next issue how much was cleared on this project. It may prove an inspiration to other groups for another year.

Once again the Hotel Astor Roof Garden and Venetian Room saw the gathering of school secretaries this fall when the Wisconsin School Secretaries Association met for business, luncheon, and a style show. About one hundred and ten attended the luncheon meeting and the Sheboygan secretaries furnished the identification badges and the attractive programs. The State Association is a progressive, active organization and it is hoping that more Milwaukee girls will become members.

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